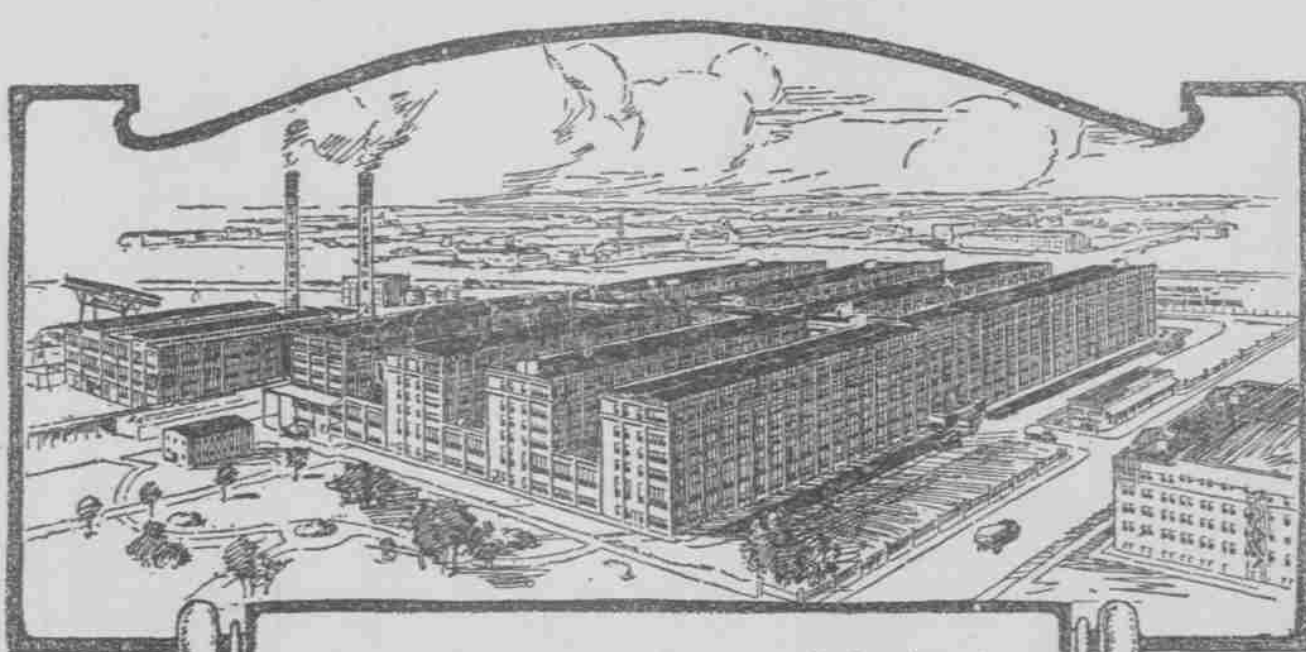


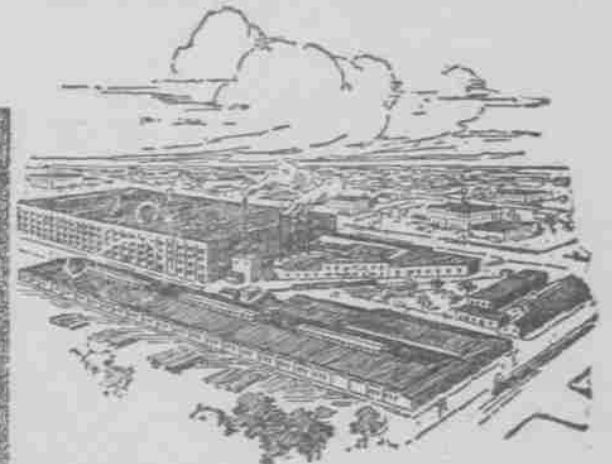
Why Firestone is Giving Extra Value in Tires



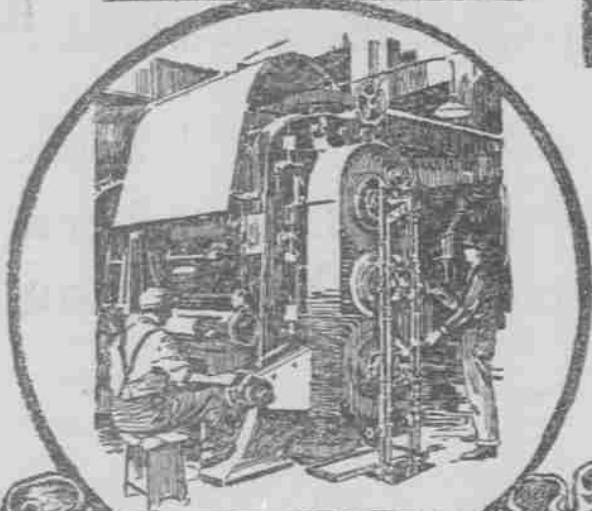
SINGAPORE HEADQUARTERS—Firestone saves car owners \$1,000,000 a year by having an organization in Singapore getting first choice of rubber at low cost and shipping direct.



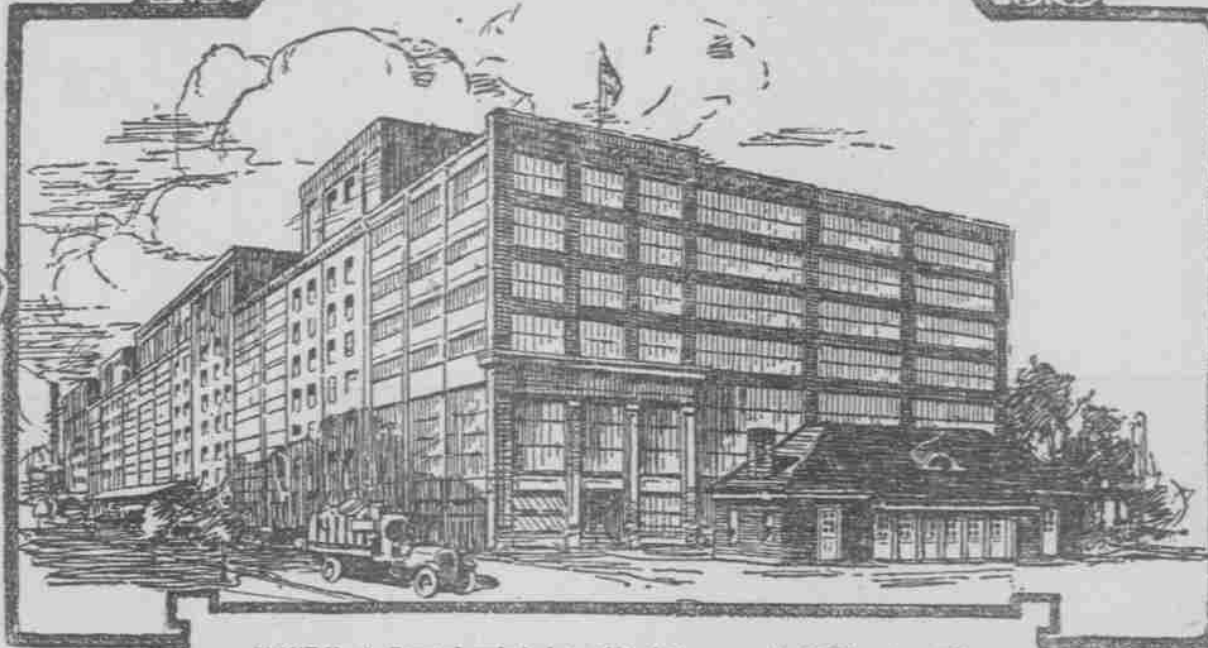
PLANT No. 1—Capacity 20,000 tires a day—concentrated on large tires, cords and truck tires. Manufacturers study it, technical colleges use it, as an example of efficiency in manufacture and organization.



THE FIRESTONE RIM PLANT—Devoted exclusively to Firestone Rims. Vast as is its present capacity it is inadequate to supply the demand for Firestone Rims. Ground is broken for a steel plant double this capacity.



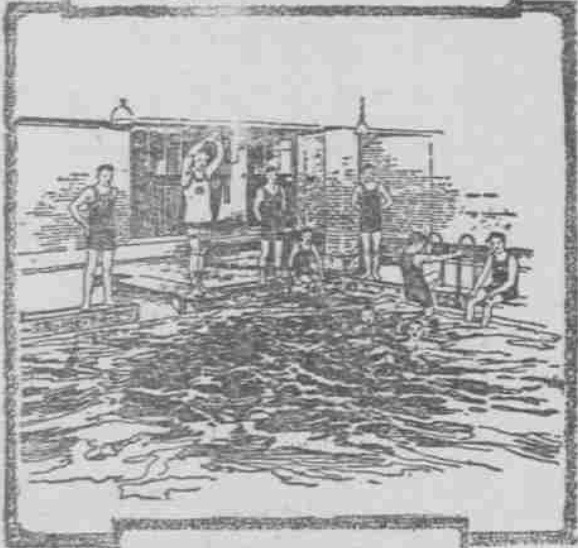
90% OF FIRESTONE WORKERS ARE STOCKHOLDERS in the Company. They have a financial interest in every Firestone customer. Better tires mean more customers. You get the benefit of the best work possible.



PLANT No. 2—Devoted exclusively to 3½-inch tires—capacity 16,000 a day. This new plant with Plant No. 1 gives Firestone largest tire capacity in America. Builds the most nearly perfect 3½-inch tire constructed and saves from 10% to 30% on every factory operation.



FIRESTONE PARK—A beautiful, practical home community. Firestone men own their own homes. They put more into their work because they are getting more out of it. You benefit in extra miles per dollar.

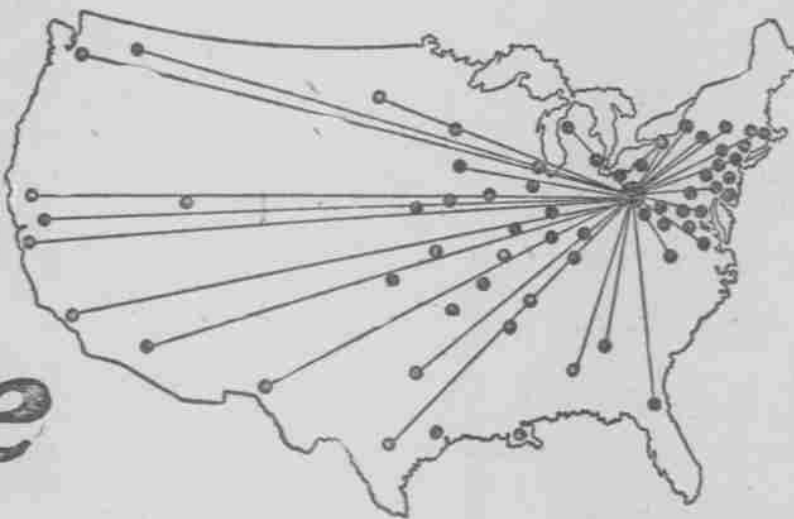


FIRESTONE CLUBHOUSE—Another step in the Firestone building of an organization that can do things better than others. Firestone advantages attract and hold the best men.



FIRESTONE PARK BANK—Firestone makes saving easy and alluring. And Firestone has established a Free Insurance Fund. Men with assured futures work better. You benefit in extra mileage.

BRANCH HOUSES in 63 leading cities serving 42,000 Firestone dealers, and wide distribution economically handled, is another reason for extra value in Firestone Tires.



FABRIC MILL—To insure the best without having to add a premium to price of tires and to get uniform quality and supply, Firestone invested in this mill. You benefit in long mileage tires at low price.



This is the
Firestone
Year